

What's wrong with Pappas donating air time for political ads? When air time is determined by the market, then media organizations make possible a relatively balanced coverage of political views, a sort of economic democracy. However, when we allow a media organization to subvert that function by systematically favoring some views over others, then we allow it to influence the political process that regulates it rather than allowing it to serve that process in a democratic way. Just as we are justifiably outraged when a news organization modifies its reporting in order to favor an advertiser, so we should be outraged whenever media organizations like Pappas and Sinclair use their wealth to promote the very politicians who serve their economic interests. Donating air time to political campaigns is just another example of this deplorable trend.